

Application No. 09/872,036
Amendment Dated November 8, 2004
Reply to Office Action of May 7, 2004

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Cancelled)
2. (Currently Amended) The method of Claim 21, [1] wherein the additional visually perceptible image information is provided substantially outside the boundaries of said banner area.
3. (Currently Amended) The method of Claim 21, [1] wherein said additional visually perceptible image information includes audio information.
4. (Currently Amended) The method of Claim 21, [1] wherein said additional visually perceptible image information includes video information.
5. (Currently Amended) The method of Claim 21, [1] wherein said additional visually perceptible image information comprises mixed media information.

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6. (Currently Amended) The method of Claim 21, [1] wherein said additional visually perceptible image information remains perceptible to the person as long as said cursor is positioned on said selected sub-area.

7. (Currently Amended) The method of Claim 21, [1] wherein said initial signals carry instructions necessary for enabling said terminal to establish said additional visually perceptible image information when in receipt of appropriate data.

8. (Currently Amended) The method of Claim 7, wherein said method further comprises the step of re-accessing said source of said website or accessing another source for receiving the data upon which said instructions operate to provide said additional visually perceptible image information.

9. (Currently Amended) The method of Claim 6, wherein said additional visually perceptible image information is displayed in a selected region adjacent said selected banner sub-area and said additional visually perceptible image information remains perceptible to the person as long as said cursor is positioned on said selected banner sub-area region.

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10. (Currently Amended) The method of Claim 9, wherein said additional visually perceptible information contains link information for linking said person to a further website when said person clicks on said selected region.

11. (Currently Amended) The method of Claim 21, further comprising the steps of:

- (a) receiving said visually perceptible banner images information;
- (b) receiving said additional visually perceptible images information; and
- (c) specifying a placement of said additional visually perceptible image information with respect to said visually perceptible banner information.

12. (Currently Amended) The method of Claim 11, comprising the steps of:

- (a) receiving first identification data representative of said visually perceptible banner information;
- (b) receiving second identification data representative of said additional visually perceptible information; and

© displaying said visually perceptible banner information and said additional visually perceptible images information in accordance with said first and second identification data.

13. (Currently Amended) The method of Claim 12, further comprising the step of building a use map in accordance with said first and second identification data.

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14. (Currently Amended) The method of Claim 13, wherein the step of providing said additional visually perceptible information comprises the steps of:

(a) building a pop-up function in accordance with said additional visually perceptible information;

(b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and

© displaying said visually perceptible banner information and said additional perceptible banner images information in accordance with said enhanced pop-up function.

15.-16. (Cancelled)

17. (Currently Amended) The method of Claim 21, further comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible banner information in accordance with predetermined recorded performance parameters.

18. (Currently Amended) The method of Claim 21, further comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible banner information in accordance with recorded performance parameters

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selected after said altering of said associations between said banner sub-areas and said respective additional visually perceptible image information.

19. (Currently Amended) The method of Claim 21, further [1] comprising the steps of:

- (a) transmitting a request having request information to a server database on a further website containing stored visually perceptible information in response to said positioning of said cursor on said selected sub-area;
 - (b) selecting said additional visual information from said stored visual information in response to said request information; and
- © transmitting said selected stored visual information to said banner website.

20. (Currently Amended) The method of Claim 21, [1] wherein said terminal provides a terminal display having a display iframe comprising the steps of displaying said visually perceptible banner information within said display iframe and displaying said additional visually perceptible information in response to positioning said cursor on said iframe.

21. (New) A method for delivering information to a person accessing a banner website from a terminal located remote from the source of said banner website, the

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terminal having an associated display device upon which the content of the website is visually perceived by a person using said terminal and a cursor whose position is controllable by said person, comprising the steps of:

(a) serving initial signals from said source of said website or from another remote source by means of Javascript when said website is accessed by said person to provide a banner display of a banner area on said display device during a display time period, said banner display area including a plurality of banner sub-areas formed from said serving of initial signals and banner advertising message information that is visually perceptible by said person during said display time period when said website is accessed;

(b) providing a plurality of additional visually perceptible images, each banner sub-area being associated with an additional visually perceptible image of said plurality of additional visual images to provide a first set of associations between said banner sub-areas and said additional visually perceptible images;

(c) maintaining said set of associations during said display time period;

(d) enabling said person to select one of said banner sub-areas of said banner display to provide a selected banner sub-area, whereupon said person is provided by means of Javascript with a display of selected additional visually perceptible advertising message information associated with said selected banner sub-area in accordance with said first set of associations during said display time period;

(e) recording parameters representative of the performance of said additional visually perceptible images to provide recorded performance parameters;

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(f) optimizing at least one parameter in accordance with optimization criteria and said recorded performance parameters to provide optimized parameter information;

(g) altering said associations between said banner sub-areas and said associated additional visually perceptible images in accordance with said optimized advertisement information to provide a second set of associations between said banner sub areas and said additional visually perceptible images, said second set of associations differing from said first set of associations;

(h) maintaining said second set of associations during said second display time duration;

(i) repeating steps (a) to (g) using the same additional visually perceptible images and differing optimization criteria to provide differing sets of associations between said banner sub-areas and said additional visual images during differing display time periods.